

Conclusion: TRANSFORMING SAINT PAUL

A vibrant ACE sector can transform a city. Top quality ACE amenities attract residents, visitors and businesses to a community. Other cities around the nation such as Charlotte, Denver and Portland have engaged their corporate, philanthropic and community leaders in building their ACE sectors. Those cities have reaped the benefits of private investment in their own communities tied to ACE activity as well as increased recognition as vibrant urban centers both nationally and within their respective regions.

Many challenges lie ahead if Saint Paul is to do the same. Troubling economic times, increased regional competition and an uncertain future threaten many of Saint Paul's ACE organizations. It will take resources, leadership and commitment to overcome these obstacles. However, our city has met such challenges before. If we do so again, we have an opportunity to truly transform Saint Paul.

“SOMEONE buys a ticket to see Eric Clapton at the Xcel for much the same reason as they go to a concert by the Saint Paul Chamber Orchestra, an exhibit at the Science Museum or a play at Park Square Theatre - they want to be entertained. ACE organizations have more in common than most realize and we're committed to working with our non-profit partners to make the most of the impact we bring our 'neighborhood' in Saint Paul and throughout the entire state of Minnesota.”

Pamela Wheelock
EVP and CFO of Minnesota Sports and Entertainment and the Minnesota Wild
Co-Chair of the Mayor's Task force on Arts, Culture and Entertainment



END NOTES:

- (1) Source: City of Saint Paul Department of Planning and Economic Development
- (2) Source: Wolf, Keens and Company (see Appendix B). This figure includes spending by ACE sector organizations as well as by audience members who visit Saint Paul.
- (3) Source: Wolf, Keens and Company (see Appendix B)
- (4) Source: City of Saint Paul Office of Financial Services. 1999 sales tax collections were \$11,151,817. 2001 sales tax collections were \$13,432,180.
- (5) Source: Wolf, Keens and Company (see Appendix B)
- (6) Source: Metropolitan Council Population Forecast
- (7) Source: Wolf, Keens and Company (see Appendix B)
- (8) Source: Wolf, Keens and Company (see Appendix B)
- (9) Source: Wolf, Keens and Company (see Appendix B)
- (10) Source: Wolf, Keens and Company (see Appendix B)
- (11) Source: Wolf, Keens and Company (see Appendix B). This analysis compares demographic data from Saint Paul to demographic data for typical arts and culture consumers.

APPENDIX A – LIST OF ACTION ITEMS FOR SAINT PAUL ARTS, CULTURE AND ENTERTAINMENT PLAN

Goal Number One: Address the arts and cultural interests of all Saint Paul residents.

- 1.1 Encourage the ACE Sector to make a consistent effort to include all Saint Paul residents in all areas of ACE sector activities, including programming, accessibility, marketing / promotions and educational opportunities.

Goal Number Two: Strengthen the role of the ACE sector in citywide development and promotion.

- 2.1 Assign a committee from the ACE sector to review all existing economic development plans in districts throughout the city and make recommendations to integrate ACE activities into those plans.
- 2.2 Mandate an inclusion of a “percentage for art” in the design of new capital projects in order to create a stronger visual identity for Saint Paul.
- 2.3 Focus on developing “creative enclaves” in key locations throughout the city. These enclaves should encourage artists to live and work in the city.
- 2.4 Emphasize existing ACE assets when promoting Saint Paul.
- 2.5 Annually showcase Saint Paul’s ACE sector in a way that will allow community involvement and highlight the ACE sector’s strength, diversity and quality.
- 2.6 Convene a community conference focusing on the ACE Plan and Saint Paul’s creative economy with the goal of adopting an implementation strategy for the ACE plan.

Goal Number Three: Provide young people with access to a range of high quality arts and cultural education programs, from appreciation to professional training.

- 3.1 Continue planning for the Saint Paul Conservatory for Performing Artists.
- 3.2 Strengthen the connections among the cultural assets of local colleges and universities, the Saint Paul public schools and the ACE sector and build stronger networks of support for cultural education among parents, teachers and school administrators.
- 3.3 Develop a program of after-school arts, cultural and entertainment activities centered in Saint Paul’s neighborhoods that focus on youth and adults.

Goal Number Four: Improve communication and coordination among ACE organizations and between the ACE sector and the broader community.

- 4.1 Form a new organization to provide support and guide development of the ACE sector.
- 4.2 Provide shared “back of house” administrative services such as payroll, human resources, technology, training, legal and health insurance to ACE organizations.
- 4.3 Create and maintain a long-range plan for the ACE sector in Saint Paul to ensure that ACE sector is fully engaged with the ongoing growth of the city.
- 4.4 Collect data about the ACE sector to be used for planning and other purposes, including fundraising.
- 4.5 Provide ongoing and regular communication to the ACE sector. This could include forums, newsletters, and a shared calendar for events, openings, fundraisers and other activities.
- 4.6 Create and maintain an inventory of ACE sector resources and facilities.
- 4.7 Create a collaborative marketing effort for Saint Paul’s ACE sector including “brand development,” cross promotions, cooperative advertising, tourism and online activities.

Goal Number Five: Improve operations and strengthen earned and contributed revenue for ACE organizations.

- 5.1 Develop a strong program of technical support with an information bank, mentoring and organizational development in the following areas: (a) governance and management, (b) revenue generation and marketing, c) collaborative practice, and (d) industry best practices and benchmarks.
- 5.2 Develop a system of organizational self evaluation against industry standards to help ACE organizations measure performance and operations.
- 5.3 Establish a new entity with an independent board with the authority to distribute dedicated public funds from the Cultural STAR Program and other new public sources.
- 5.4 Undertake to complete an annual ACE report to track progress on the technical support, self evaluation and public granting programs.

APPENDIX D — SAINT PAUL ARTS, CULTURE AND ENTERTAINMENT PLAN STEERING COMMITTEE

EXECUTIVE COMMITTEE

Pamela Wheelock (co-chair), Executive Vice President and Chief Financial Officer, Minnesota Sports & Entertainment and the Minnesota Wild

Marialice Harwood (co-chair), Vice President for Development and Communications, The Saint Paul Foundation

Bruce Coppock, President and Managing Director, Saint Paul Chamber Orchestra

Jane Eastwood, Vice President of Marketing, Communications and Sales, Science Museum of Minnesota

Robyn Hansen, Attorney, Leonard, Street and Deinard

Jayne Baccus Khalifa, Former Managing Director, Penumbra Theatre

Susan Kimberly, State Legislative Director, Office of United States Senator Norm Coleman

Lee Koch, Vice President of Marketing, Capital City Partnership

Cynthia L. Leshner, Vice President and Chief Administrative Officer, Xcel Energy and Chair of the St. Paul Chamber of Commerce

Jeff Prauer, Executive Director, COMPAS

Kevin Smith, President and Chief Executive Officer, Minnesota Opera

Richard Zehring, President, MSP Commercial

STEERING COMMITTEE

Ta-coumba Aiken, Artist

Tanya Bell, Director of Acquisitions and Development, Wellington Management

John Bruder, Senior Vice President, Securian

Richard Cook, Artistic Director, Park Square Theatre

Tom Cook, Executive Assistant to the President, Metropolitan State University

Martha Fuller, Director of Planning and Economic Development, City of Saint Paul

David Galligan, President and CEO, Ordway Center for the Performing Arts

Nora Stanton Gibson, Executive Director, The Saint Paul Conservatory of Music

Aurora Gonzalez, Producer

Nachito Herrera, Musician

Winston Hewett, Community Relations Manager, Lawson Software

Richard Hitchler, Artistic Director, Stepping Stone Theatre for Youth Development

Jim Ibister, Vice President/General Manager, RiverCentre, Saint Paul Arena Company

Randy Johnson, Newspapers in Education Manager, The Pioneer Press

Mary McColl, General Manager, Ordway Center for the Performing Arts

Martha McGraw, Strategic Account Executive, The Star Tribune

Scott Mayer, Senior Manager of Community Relations, Target Corporation

Michael J. Monahan, External Relations, Vice President, Ecolab

Virginia Nugent, Managing Director, Great American History Theatre

Gayle Ober, Executive Director, Dale Warland Singers

Mary Pickard, Vice President, Community Affairs, The Saint Paul Companies

Christine Podas-Larson, President, Public Art Saint Paul

Carleen Rhodes, President, The Saint Paul Foundation

Dr. Johanna Rian, Executive Director, Young Audiences

Jeffrey A. Ruehle, Senior Vice President & Manager/Regional
Commercial Banking, Wells Fargo Bank

Patrick Seeb, CEO, Saint Paul Riverfront Corporation

Jan Spencer de Gutierrez, Arts Coordinator,
Saint Paul Public Schools

Joe Spencer, Lead Organizer, West Side Citizens Organization

Joe Sullivan, Executive Director, East Metro Music Academy

Joan C. Thompson, Executive Vice President and Chief Financial
Officer, Minnesota Wire & Cable Co.

Bob Tracy, Community Affairs & Education, Minnesota AIDS
Project

Lee Vang, Executive Director, Center for Hmong Arts and Talent

Reverend Carl Walker, Founder and Master Instructor, Walker
West Music Academy

Deborah Watts, President and Senior Consultant, Watts-Five;
Founder and e-zine Publisher, www.thehookupnetwork.com

Joe Wemette, Board Chair, Saint Paul Conservatory for
Performing Artists

Kathleen Wilson, Vice President, Planning and External
Relations, Science Museum of Minnesota